

What is claimed is,

1. A toy comprising a storage unit for storing data, wherein the toy comprises an external connecting unit capable of directly connecting with an external communication apparatus,

wherein the storage unit stores specific identification data and communication start data for starting a communication processing of the external communication apparatus, and wherein the identification data and the communication start data is outputted an external through the external connecting unit.

2. The toy as claimed in claim 1, wherein the toy further comprises a light emitting unit and a light emission control unit which is for controlling light emission of the light emitting unit on the basis of data transmitted from the external through the external connecting unit.

3. The toy as claimed in claim 1 or 2, wherein the toy further comprises a voice output unit and a voice output control unit which is for outputting a voice from the voice output unit on the basis of data received from the external through the external connecting unit.

4. The toy as claimed in any one of claims 1 to 3,

wherein the toy further comprises an operation unit and an operation control unit which is for operating the operation unit on the basis of data received from the external through the external connecting unit.

5. The toy as claimed in any one of claims 1 to 4, wherein the toy further comprises a mounting means capable of mounting the toy on an external mounted body.

6. A data transmission method comprising steps of determining whether identification data is registered or not by a data transmission apparatus and transmitting data to a communication apparatus,

wherein the communication apparatus detects the connecting of any one of toys as claimed in claims 1 to 5, reads the identification data and communication start data from the toy when the connecting of the toy is detected, and transmits the identification data to the data transmission apparatus on the basis of the read communication start data, and

wherein the data transmission apparatus determines whether the transmitted identification data is registered or not, and transmits the data according to the toy to the communication apparatus when the identification data is registered.

7. The data transmission method as claimed in claim 6,

wherein register application data is transmitted to the communication apparatus when the identification data is not registered.

8. The data transmission method as claimed in claim 6 or 7,

wherein the toy as claimed in claim 2 is used, wherein the data transmission apparatus transmits data for controlling light emission of the light emitting unit to the communication apparatus, and wherein the communication apparatus outputs the transmitted data to the toy.

9. The data transmission method as claimed in claim 6 or 7,

wherein the toy as claimed in claim 3 is used, wherein the data transmission apparatus transmits data for outputting a voice from the voice output unit to the communication apparatus, and wherein the communication apparatus outputs the transmitted data to the toy.

10. The data transmission method as claimed in claim 6 or 7,

wherein the toy as claimed in claim 4 is used, wherein the data transmission apparatus transmits data for operating the operation unit, and wherein the communication apparatus outputs the

transmitted data to the toy.

11. The data transmission method as claimed in claim 10,

wherein data according to the toy is contents data relating to a cartoon, an animation, a game or a movie, in which a character according to the appearance of the toy appears, and

wherein the data transmission apparatus transmits data for operating the operation unit according to an action of the character in a scene of the contents data to be transmitted.

12. A data transmission system in which a data transmission apparatus determines whether identification data is registered or not and transmits data to a communication apparatus,

wherein the communication apparatus comprises; a connecting unit capable of connecting with any one of toys as claimed in claims 1 to 5;

a detecting means for detecting the connection of the toy with the connecting unit;

a data reading means for reading the identification data and the communication start data from the toy when the detecting means detects the connection of the toy; and

a transmitting means for transmitting the

identification data to a data transmission apparatus on the basis of the communication start data read by the data reading means, and wherein the data transmission apparatus comprises; a determining means for determining whether the transmitted data is registered or not; and a data transmitting means for transmitting data according to the toy to the communication apparatus when the determining means determines that the identification data is registered.